



NEWS RELEASE

YOLANDA MACIAS PROMOTED TO SENIOR VICE PRESIDENT, BUSINESS DEVELOPMENT AND ACQUISITIONS, VIVENDI ENTERTAINMENT

Universal City, CA, July 7, 2008 — Vivendi Entertainment has promoted Yolanda Macias to Senior Vice President of Business Development and Acquisitions, it was announced today by Tom O'Malley, President of Vivendi Entertainment. Formerly, she was VP of Business Development and Acquisitions.

In this expanded role, Ms. Macias is responsible for sourcing, evaluating, negotiating and acquiring content from independent producers and studios for distribution. In addition, she heads the company's digital video division. She recently negotiated the acquisition of New York, I Love You for Vivendi.

"Yolanda has an extensive, successful history of sourcing acquisitions and she's been a key player in garnering some of the great content our company has had the privilege to release," said O'Malley. "We're delighted to expand the playing field even further for such an innovative and insightful creative executive."

Prior to joining Vivendi Entertainment, Macias was Vice President of DIRECTV Spanish language platform and International Services for DIRECTV, Inc. While there, she launched and oversaw all aspects of the Spanish-language and Chinese-language programming service as well as international and ethnic programming developments for DIRECTV. Ms. Macias has also held executive positions at Technicolor and The Walt Disney Company.

Macias served on the board of directors for the T. Howard Foundation, promoting the employment of minorities in the satellite industry. She received her BS degree from California State University, Northridge and her MBA from the Kellogg School at Northwestern University.

About Vivendi Entertainment

Vivendi Entertainment provides producers and independent studios a full array of distribution services, including theatrical releasing, home entertainment, digital delivery and television. Representing a vast range of genres including action, comedy, thriller, urban, family, fitness and stand-up comedies among others, Vivendi has been a favorite choice of independent content providers since its inception. Launched in September 2004 as a DVD distributor, Vivendi has built an extensive catalog of over 1,000 titles and its products are available in over 85,000 retail locations. To capitalize on the emerging digital video business, Vivendi utilizes a multi-million dollar digital infrastructure that provides accurate and reliable asset management, distribution and reporting. Vivendi also provides a comprehensive and integrated television release strategy across all television windows. Its customer-centric business model was founded on the principles of collaboration and financial transparency. Vivendi Entertainment is part of the Universal Music Group family of companies.

###